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No. 22-0261.

*Amendments*

*In the Claims:*

Kindly add the following new claims:

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- 54  
C71 >
49. A method of automatically fulfilling an award comprising:
- (a) receiving a sponsor designation of redemption of an award for a consumer user;
  - (b) facilitating automated fulfillment of said award in accordance with said sponsor designation of redemption.
50. The method according to claim 49, wherein said step (a) comprises:
- (1) receiving a sponsor designated award selection comprising at least one of:
    - (A) providing interactive access to one or more consumer databases of at least one of a host, a provider, a sponsor, a retailer, and a merchant, having information about a consumer user;

B1  
Cont

- (B) providing interactive access to an inventory management system of at least one of a host a provider, a sponsor, a retailer, and a merchant, having information about award availability; and
- (C) receiving said sponsor designated award selection selected from an award pool.

51. The method according to claim 50, wherein said step (a) (1) (C) comprises at least one of:

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- (i) receiving said sponsor designated award selection from said award pool wherein said award pool comprises a group of awards selected from an awards database;
- (ii) receiving said sponsor designated award selection from said award pool comprising
  - receiving a selection from said award pool from a plurality of sponsors as long as quantities of awards are available;

- (iii) receiving said sponsor designated award selection comprising:

receiving a user demographically tailored selection of said sponsor designated award tailored to at least one of demographic and psychographic preferences of the consumer user stored in any of said consumer databases;

- (iv) receiving said sponsor designated award selection comprising:

determining availability of said sponsor designated award in said inventory management database of said provider; and

- (v) providing an award recipient to at least one of said consumer databases.

52. The method according to claim 51, wherein said step (a) (1) (C) further comprises:

- (vi) validating said award recipient of said award to at least one of said host, said provider, said

sponsor, merchant, and said retailer when said award  
recipient attempts to fulfill said award.

53. The method according to claim 51, wherein said step (a) further comprises:

(2) receiving a sponsor designated geographic location for redemption  
of said award comprising at least one of:

(A) providing interactive access to a fulfillment network  
database having information about one or more providers;  
and

(B) receiving a sponsor designated consumer user-tailored  
geographical location selection from a fulfillment network.

54. The method according to claim 53, wherein said step (b) comprises:

(1) fulfilling said award at said sponsor designated geographic location  
for redemption.

55. The method according to claim 49, wherein said step (a) comprises:

(1) receiving a sponsor designated geographic location for redemption  
of said award comprising at least one of:

- (A) providing interactive access to a fulfillment network  
database having information about one or more providers;  
and
- (B) receiving a sponsor designated consumer user-tailored  
geographical location selection from a fulfillment network.

56. The method according to claim 55, wherein said step (b) comprises:

- (1) fulfilling said award at said sponsor designated geographic location  
for redemption.

57. The method according to claim 49, where said step (b) comprises at least one of:

- (1) facilitating automated fulfillment comprising:
  - (A) providing fulfillment using at least one fulfillment option of  
a plurality of fulfillment options comprising:
    - (i) facilitating receiving fulfillment at a sponsor  
designated geographic location;
    - (ii) facilitating receiving online fulfillment;
    - (iii) facilitating receiving offline fulfillment;